

communications network such as the Internet and LANs. The information service may be a game played interactively on the network while advertising is communicated between users and an advertising network node. However, other interactive services, such as are available on the Internet, are also accessible for concurrent use with advertising presentations. Advertising or promotionals may be selectively presented to users by comparing archived user profiles with demographic profiles of desired users. User responses to advertising may be used for evaluating advertising effectiveness such as for test or microtarget marketing. Compensation to users for viewing advertising may also be provided. For instance, users may be provided with subsidized Internet access for receiving advertising while concurrently interacting with an Internet service. Users may also be provided with various games and/or game tournaments via interactive network communications. Thus, users may respond to advertising while being entertained (e.g., via games), or while interacting with another network service.

IN THE CLAIMS:

It is requested that at issuance the currently allowed claims be reordered as follows:

- Claim 192 becomes Claim 1;
- Claim 193 becomes Claim 2;
- Claim 194 becomes Claim 3;
- Claim 195 becomes Claim 4;
- Claim 199 becomes Claim 5;
- Claim 200 becomes Claim 6;
- Claim 201 becomes Claim 7;
- Claim 202 becomes Claim 8;
- Claim 203 becomes Claim 9;
- Claim 204 becomes Claim 10;
- Claim 205 becomes Claim 11;
- Claim 206 becomes Claim 12;